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★ FEB 16 1935 ★



ROSE CHARM

1935

BAUR-STEINKAMP & COMPANY

3800 ROOKWOOD AVENUE
INDIANAPOLIS, INDIANA

FOREWORD

Reports from various sections indicate a decided upturn in business, with the result that sales in flowers should show a noticeable increase this season. Growers should be prepared to meet this demand with a quality of stock that will instill a desire to possess. This can be done only with the newer varieties possessing improved quality, supplemented with high grade culture. Not only do we offer in this catalogue some new varieties with very distinct merit, but we will be glad to confer with you on your culture problems and in the selection of varieties to meet your particular needs.

We specialize in rooted cuttings of carnations and chrysanthemums, and the prices quoted in this catalogue are for rooted cuttings unless otherwise stated. Less than twenty-five are sold at dozen rates. Twenty-five or more at hundred rates and two hundred fifty or more of any one variety at thousand rates. Orders are accepted subject to availability of stock. We will make every reasonable effort to supply stock that will be satisfactory to you.

All bills are due on the first day of the month following date of invoice. Remittance from foreign countries should be made in New York or Chicago draft. Your first order should be accompanied by remittance to cover invoice and trade references to establish future credit.

Be sure to write the forwarding address plainly, to avoid delay in delivery. In the absence of shipping directions we will exercise our best judgment as to best means of forwarding. We prefer railway express in severe weather. In case of damage in transit, file complaint with the forwarding company and notify us of your action.

BAUR-STEINKAMP & COMPANY

3800 Rookwood Avenue

Indianapolis, Indiana

ROSE CHARM

See illustration on front cover page.

In Rose Charm we offer you a shade of pink which is not only most pleasing but which at the same time offers relief from the ever-present pink of Betty Lou shade. Rose Charm will assume the same position as to color among pink carnations as does Briarcliff among the roses. It has become a favorite in our cut flower market.

The bloom is of large size, of good form and fine texture. It propagates easy, makes a fine plant in the field and transplants readily. It comes into bloom quickly after benching, with good blooms on long stems. We recommend this variety most highly.

Rose Charm qualified for the Dorner Memorial gold medal last January. It scored 90 points at Chicago in March and won the A. C. S. silver medal (first prize) at Pittsburgh in November.

We are disseminating Rose Charm under letters patent, giving purchasers privilege to propagate without limit for their own planting without any royalty charge.

\$2.00 per Dozen, \$12.00 per 100, \$100.00 per 1000.

KING CARDINAL

The most wonderful scarlet carnation of all time.
To be disseminated beginning in December 1935.

You will want "King Cardinal" because:

It is the scarlet carnation you have been looking for.
The color is always a rich deep scarlet.
The flower is extra large and well formed.
The stem is long from the start and always strong.
The calyx never splits and "it blooms."

Come and see this wonderful variety growing. You will like it.
We are booking orders now at \$12.00 per 100, \$100.00 per 1000.

CARNATIONS

LIGHT PINK ABUNDANCE

The fine record made by Pink Abundance since we disseminated it, left no doubt as to the success awaiting this light pink sport. The same free blooming habit and a fine shade of Daybreak pink make it a fine companion to its parent. The same propagating privilege as was given to purchasers of Chief Kokomo was also given to purchasers of Light Pink Abundance and we have reserved to ourselves all rights to propagate for distribution. We have a large stock in anticipation of a heavy demand.

\$2.00 per Dozen, \$12.00 per 100, \$100.00 per 1000

SATELLITE

B.-S. & Co. 1933

A scarlet carnation that will appeal to you with its free production of fine blooms on strong stems and its freedom from split calyces. No culls to worry with. We were unable to supply fully the demand last season, but are well prepared this year.

\$1.50 per Dozen, \$7.00 per 100, \$60.00 per 1000

PATRICIAN

B.-S. & Co. 1932

As a producer of large white blooms of the highest quality and in unusual abundance, Patrician has no equal. The blooms are always salable even in early fall and late spring, regardless of heat. Its fine quality and easy culture have made this the most widely grown white carnation today. We have a very large stock and can supply fine cuttings in almost unlimited quantity.

\$1.00 per Dozen, \$5.00 per 100, \$40.00 per 1000

SENATOR

Large pure white flowers on long strong stems. Best in mid-winter. Propagates easy and makes fine plants.

\$1.00 per Dozen, \$5.00 per 100, \$40.00 per 1000

EARLY ROSE

Deeper in color than Light Pink Abundance. Good blooms, produced freely and a good mid-winter variety. Makes fine plants in the field.

\$1.00 per Dozen, \$5.00 per 100, \$40.00 per 1000

PINK ABUNDANCE

B.-S. & Co. 1929

Perhaps the most widely planted carnation today. Its easy culture and its free flowering habit make it the most profitable carnation, and its fine shade of pink has established it as the standard medium pink. We propagate this variety in large quantity.

\$1.00 per Dozen, \$5.00 per 100, \$40.00 per 1000

VIVIAN

A shade deeper than Pink Abundance, but clear and bright. Makes fine plant in the field, transplants easy and makes good bloom early. Has caught on quickly and will be planted heavily this coming season. We have a nice stock.

\$2.00 per Dozen, \$8.00 per 100, \$75.00 per 1000

SCARLET MONARCH

Produces fine large blooms with good color, and on strong stems. Keeps well and ships well. Produces freely if good-sized plants are benched.

\$2.00 per Dozen, \$8.00 per 100, \$75.00 per 1000

SPECTRUM SUPREME

The standard scarlet for shipping. Stronger stems than the original Spectrum, and a richer color. We have a good stock for propagating.

\$1.00 per Dozen, \$5.00 per 100, \$40.00 per 1000

WOBURN

The standard crimson on account of its wonderful color and all-round excellence. Always brings the top price in the cut flower market, and crimson carnations are decidedly in demand these days.

\$2.00 per Dozen, \$8.00 per 100, \$75.00 per 1000

POTENTATE

B.-S. & Co. 1930

One of the very best keepers among the carnations. Its deep purple color and large sized blooms make it very useful on certain occasions.

\$1.25 per Dozen, \$6.00 per 100, \$50.00 per 1000

LENORA

B.-S. & Co. 1934

Pink penciling on white background. Very fine flowering and does not come sleepy in warm weather. Plant this variety in place of Eldora, it being better in every way.

\$2.00 per Dozen, \$8.00 per 100, \$75.00 per 1000



MRS. WM. THAW, JR. (16329)

This fine yellow won the C. S. A. silver cup at the Pittsburgh show last November and was selected as one of the varieties to be christened at that time. It is of the large commercial type. The color is a clear medium yellow and holds unusually well. The bloom has fine substance. The foliage and stem are good. Grows five feet tall from mid-June planting and four feet from early July planting. Blooms November 10th from terminal bud.

\$5.00 per Dozen, \$25.00 per 100, \$200.00 per 1000

STATELY WHITE (1431)

This variety will be welcomed by those who cannot plant until July, its strong growth making possible four foot stems when planted by July 15th. The bloom is incurved and of good size and pure white. Plant this to fill between Ambassador and Monument. Take terminal bud.

\$5.00 per Dozen, \$25.00 per 100, \$200.00 per 1000



ROBIN HOOD

(24129)

Among the darker colored varieties this is one of our favorites. The color is rich deep red. The substance, characteristic with this type, is unusually good. The blooms are about the size of Nuggets. Blooms early in November. Makes fine sprays and gives heavy yield.

\$5.00 per Dozen, \$25.00 per 100, \$200.00 per 1000

LA VERA

(26929)

We rate this as one of our best among the medium pink pompon varieties. The color is between Lilian Doty and Rose Charm. The bloom is well formed and slightly smaller than Doty. Comes right for the early November shows. Branches well when topped and grows upright. Gives good yield.

\$5.00 per Dozen, \$25.00 per 100, \$200.00 per 1000

STANDARD VARIETIES

75 Cents per Dozen, \$2.50 per 100, \$20.00 per 1000

Our mum stock is clean and in every way in fine condition. If you contemplate shading part of your plantings this season, we will be glad to assist you in selecting the proper varieties.

LARGE FLOWERED

WHITE

QUAKER MAID—B.-S. & Co. 1927.

Plant this variety early in June and take the bud about August 25th to have ready to cut first week in October.

WHITE CHIEF—B.-S. & Co. 1930.

Plant this to follow Quaker Maid. Round pure white bloom, glossy foliage and grows three feet tall. Take terminal bud.

AMBASSADOR—B.-S. & Co. 1931.

Fine for growing either normally or for shading. Last fall we had this variety blooming from September 10th until November 1st by shading it at different periods. We consider this our very best medium early white. Take terminal bud.

IMMACULATE—B.-S. & Co. 1933.

A beautiful grower with glossy foliage. The bloom is of medium size, pure white and round form. Blooms in early November. Take terminal bud.

SNOW-WHITE—B.-S. & Co. 1924.

Ranks as one of the very best for early November. The blooms are incurved, good sized and pure as snow in color. Grows about four feet from June planting. Take terminal bud.

MARGARET GRAHAM—B.-S. & Co. 1929. Some growers rate this variety along with Monument. Pure white round bloom. Fine foliage. Grows four feet. Take terminal bud. Blooms about November 20th.

MONUMENT—B.-S. & Co. 1924.

Has become a great favorite for mid-November. The blooms are large in size

and round incurved in form, and pure white. Blooms best from terminal bud.

CHATTANOOGA—Grow this for Thanksgiving day. Pure white incurved flower. Grows five feet from June planting. Take terminal bud.

YELLOW

GOLD LODGE—B.-S. & Co. 1927.

Plant this early in June and take bud about August 25th to cut the first week in October. Also fine for shading and can be had in bloom by the first of September.

CELESTRA—B.-S. & Co. 1929. We rate this one of our very best commercial yellows. Follows Gold Lodge. Round ball shaped bloom with perfect stem and foliage. Take either late crown or terminal bud. Grows four feet from June planting. Good for shading.

GOLDEN OCTOBER—B.-S. & Co. 1928. Deep golden yellow. Plant this to follow Celestra. Blooms about October 20th. Take terminal bud.

SUNGLOW—One of the good second earlies. Bright yellow flower of good size. Grows four feet and blooms in late October. Take terminal bud.

COAHOMA—B.-S. & Co. 1932.

Plant this to follow Celestra. Bright yellow flower of good size. One of our best commercial yellows. Fine for shading. Blooms in late October. Take terminal bud.

GOLDEN GLORY — B.-S. & Co. 1922. Very bright golden yellow. Large bloom on fine stem. Grows about four feet. Take terminal bud.

CORONNA—B.-S. & Co. 1926. Wonderful deep golden yellow. Incurved bloom of good size and substance. Fine upright growth, about five feet. Take late crown bud for best size.

ELECTRA—B.-S. & Co. 1932. Large reflexed bloom. Bright yellow with occasional bronze shading. Grows five feet. Take terminal bud. Good for shading. November 10th.

YELLOW STREAK—B.-S. & Co., 1932. Those who can not bench their mums until July will find this variety useful on account of its rapid growth. Fine deep yellow in color and incurved in form. Middle of November. Terminal bud.

HONEYDEW—Large incurved bloom. Light clear yellow. Blooms November 10th. Take terminal bud.

CARDONIA—B.-S. & Co. 1933. Medium size incurved bloom with a wonderful deep yellow color. Blooms November 10th. Take terminal bud.

YELLOW MONUMENT — Yellow Sport from Monument. Identical in every respect except the color. Needs no further recommendation. Blooms middle of November.

GOLDEN CELEBRATION — B.-S. & Co. 1928. Our choice for late November cutting. Easy doer, giving high percentage of perfect blooms. Bench late in June or early July. We take the terminal bud.

NELLIE T. ROSS—Large round bloom with clear bright yellow color. Plant early in July and take terminal bud. Blooms mostly in early December, following Golden Celebration.

GOLDEN PEARSON — B.-S. & Co. 1931. A fine yellow companion to

Gladys Pearson from which it sported. Blooms at Thanksgiving time. Take terminal bud.

PINK

LUSTRE — B.-S. & Co. 1928. Plant early in June and take crown bud in late August to bloom first week in October. Terminal bud will bloom ten days later.

PINK CHIEF—B.-S. & Co. 1932. Bright rose pink in color and round in form. Plant late in June and take terminal bud for best color. Blooms middle of October.

JUSTRITE—B.-S. & Co. 1929. Bright lavender pink. One of our best for blooming October 15th to 20th. Produces practically all perfect blooms. A strictly commercial sort. Take terminal bud. Fine for shading.

OCTOBER ROSE—B.-S. & Co. 1925. A great favorite for late October cutting. Large bloom on good stem. Take terminal bud for best color.

OLD ROSE—B.-S. & Co. 1931. Deep lavender pink. Take crown bud for best size and color. One of the best in pink for shading.

PINK TREASURE—Similar to Chief-tain in color and form but much larger. Blooms November 10th to 15th. Take terminal bud for best color.

THANKSGIVING PINK—B.-S. & Co. 1931. Deep pink solid reflexed bloom. Blooms in late November and early December. Grows four feet. Stem and foliage perfect. Good for shading and is also an excellent pot variety.

HELEN FRICK—A fine lavender pink companion for Thanksgiving Pink. Blooms in late November and early December. Take terminal bud.

BRONZE

INDIANOLA—B.-S. & Co. 1928.

Plant early in June and take bud in late August for blooms early in October. Terminal bud gives best color but not so early.

GOLDEN BRONZE—B.-S. & Co. 1930. Follows Indianola in bloom. Plant in late June and take terminal bud.

Large bloom. Golden bronze in color. Good for shading.

DETROIT NEWS—Round bloom with wonderful substance. Good stem and foliage. Blooms in early November. Good for shading. Take terminal bud.

GLADYS PEARSON—Grown extensively for Thanksgiving. Take either terminal or late crown bud.

POMPON VARIETIES

75 Cents per Dozen, \$2.50 per 100, \$20.00 per 1000

This type of chrysanthemum, with its great variety in color and type of bloom, has become indispensable to the retailer. With the new method of shading to advance their blooming season, their season has been lengthened considerably. We will be glad to consult with you about the best varieties for this purpose. Our list contains only varieties which are commercially profitable to grow.

WHITE

EARLIWHITE—B.-S. & Co. 1934.

Plant this in place of Whitewings, which it resembles.

SNOWCLOUD—B.-S. & Co. 1933.

Round bloom. Makes fine sprays and is a fine second early.

SEAGULL—B.-S. & Co. 1932. More open spray than White Doty. Blooms in late October.

WHITE DOTY—White sport from Lilian Doty. Fine for disbudding.

WHITE CAPS—B.-S. & Co. 1925.

Pure white round bloom. Blooms in early November.

YULETIDE—Pure white for late November and early December.

GARZA SUPREME—Anemone centre. Blooms in December and later.

YELLOW

RODELL—Earliest yellow.

IDA—Clear yellow. Blooms October 15th to 20th.

GOLDFINCH—B.-S. & Co. 1932.

Our best early yellow. Good for shading. Blooms October 15th.

AUTUMN GLINTS—B.-S. & Co. 1924. Deep yellow with crimson centre.

GOLD DROP—B.-S. & Co. 1928.

Old Gold with dark centre.

NUGGETS—B.-S. & Co. 1924. Best yellow for early November. Fine for pot plants.

YELLOW DOT—Yellow sport from Pink Dot. Yellow with crimson centre. Very fine. November 1st.

VARSIITY—Clear yellow button type for early November cutting.

YELLOW DOTY—Bronzy yellow of Doty type, but not a sport.

YELLOW-FELLOW—B.-S. & Co. 1924. Best yellow for mid-November cutting. Good for pots.

NORINE—Large button type. Fine deep yellow. Grow for Thanksgiving.

GOLDEN CREST—Clear yellow. Blooms in late November.

YELLOW GARZA SUPREME—Yellow sport from Garza Supreme. Fine for December and later cutting.

PINK

LILAC—B.-S. & Co. 1930. Bright lavender pink. Blooms October 15th.

BONNIE MAID—B.-S. & Co. 1932. Follows Lilac in bloom. Beautiful lavender bloom produced in large sprays. Fine for pots.

IRIDESCENT—B.-S. & Co. 1930. Fine inside and wonderful outdoors.

JEWELL—B.-S. & Co. 1930. Large button type. Our very best early pink, inside, outdoors or for shading.

PINK DOT—B.-S. & Co. 1924. Grow this variety cool to bring out its wonderful color. Late October.

MRS. KLERIS—Lavender pink of the Doty type. Blooms November 1st.

ROSE CHARM—B.-S. & Co. 1924. Darker than L. Doty. Fine for shading and disbudding. Early November.

SILVER TIPS—B.-S. & Co. 1930. Deep pink. Blooms in late November.

BRONZE

NUBIAN—B.-S. & Co. 1928. Deep bronze. Blooms in late October.

JEMIMA—B.-S. & Co. 1932. Bright bronze. Fine outdoors as well as inside.

BOKHARA—B.-S. & Co. 1925.

Various shades of autumn colors. Fine for shading.

FLAME—B.-S. & Co. 1933. Bright flaming bronze. Blooms November 1st.

AMOS—B.-S. & Co. 1931. Fine shade of medium bronze. November 10th.

ZOE—B.-S. & Co. 1933. Light golden bronze. Late November.

RED BEU—Deep bronze for Thanksgiving cutting. Good for pots.

LEGAL TENDER—B.-S. & Co. 1931. Our very best golden bronze for late November cutting. Holds fine for Thanksgiving.

GOLDEN TIPS—B.-S. & Co. 1930. Bronze with golden tip on each petal. Blooms in late November.

DOROTHY TURNER—Rich deep bronze for late November.

RED

GRENADIER—B.-S. & Co. 1932.

Rich deep red. Blooms in mid-November.

SPECIAL

NORMA—Pink petals with yellow anemone centre. Its greatest usefulness is in the disbudded state.

SUZANNE MILLER—Fine yellow sport from Norma. Also best when disbudded.

ESTRELITE—Bronze Anemone—Like the above two, it should be disbudded.

THE BELLE—Pure white anemone centered bloom in fine sprays. Fine for cutting or for pots.

BUCKINGHAM—Single pink. Makes wonderful sprays.



CHIEF KOKOMO

Last season we introduced this variety with our unqualified indorsement as a novelty that will "go over." Reports from all sections come to us that "Chief Kokomo" is making good. Its fine color—pink variegation on yellow ground—blends with most any color combination, and its fine keeping quality appeals to the retailer as well as his customers. It blooms, too.

We have, under the patent rights, reserved to ourselves the right to propagate for the trade. Growers who purchased stock last season may propagate without limit for their own growing, but we have authorized no one to propagate for distribution. Send your orders to us to avoid complications.

\$2.00 per Dozen, \$12.00 per 100, \$100.00 per 1000